

Amendments to the Claims

Please amend the claims as shown below in the complete listing of claims.

Listing of Claims:

1. (Currently Amended) A method of creating a sponsored appliance comprising the steps of:
 - a. creating a sponsored relationship between an appliance sponsor and an appliance seller wherein the sponsor acquires from the appliance seller an exclusive right to associate a brand with at least one portion of the appliance;
 - b. incorporating sponsorship material into the appliance to indicate the appliance is sponsored by the appliance sponsor to form a sponsored appliance; and
 - c. providing a purchase incentive for the sponsored appliance as a result of the sponsorship.
2. (Original) The method according to claim 1, wherein the sponsorship material comprises at least one of the following: printed advertisement or healthy habits message.
3. (Original) The method according to claim 1, further comprising the step of providing a predetermined location for the sponsorship material.
4. (Original) The method according to claim 3, wherein the predetermined location is configured to accommodate only the product packaged by the sponsor.
5. (Original) The method according to claim 1, wherein the sponsorship material is configured to be interchangeable in one or more predetermined locations in the appliance.
6. (Original) The method according to claim 1, wherein the sponsored appliance is a refrigerator.

7. (Original) The method according to claim 1, further comprising the step of incorporating modules which cooperate with a particular packaging design of the sponsor into the appliance.

8. (Currently Amended) A method of creating a sponsored appliance comprising the steps of:

a. creating a sponsored relationship between an appliance sponsor and an appliance seller wherein the sponsor acquires from the appliance seller an exclusive right to associate a brand with at least one portion of the appliance;

b. providing a consumer with sponsorship material indicating the appliance is sponsored by the appliance sponsor and configured to be placed in the appliance to form a sponsored appliance; and

c. providing the consumer with a direct incentive to accept the sponsorship material.

9. (Previously Presented) The method of creating a sponsored appliance according to claim 8, wherein the sponsored material comprises at least an advertisement or a healthy habits message.

10. (Previously Presented) The method of creating a sponsored appliance according to claim 8, wherein the sponsored material is configured to be placed in a predetermined location in the appliance.

11. (Previously Presented) The method of creating a sponsored appliance according to claim 8, wherein the sponsored material is configured to be placed in the appliance at a location desired by the consumers to allow the consumer to customize the location of items within the appliance.

12. (Previously Presented) The method of creating a sponsored appliance according to claim 8, wherein the sponsored appliance is a refrigerator.

13. (Previously Presented) The method of creating a sponsored appliance according to claim 8, wherein the step of providing the consumer with an incentive to accept the sponsorship material comprises providing the consumer with purchase incentive.

14. (Canceled)

15. (Currently Amended) A method of sponsoring a healthy refrigerator comprising the steps of:

- a. creating a sponsored relationship between a refrigerator sponsor and a refrigerator seller wherein the sponsor acquires from the appliance seller an exclusive right to associate a brand with at least one portion of the appliance; and
- b. providing the refrigerator with a direct purchase incentive as a result of the sponsorship; and
- c. incorporating a healthy habits message sponsored by the refrigerator sponsor into the refrigerator to form a sponsored refrigerator;
whereby, a consumer is reminded of the healthy habits message with every use of the refrigerator.

16. (Canceled)

17. (Canceled)

18. (Original) The method according to claim 15, wherein the healthy habits message is configured to be placed in the refrigerator at a location desired by the consumers.

19. (Original) The method according to claim 15, wherein the healthy habits message is configured to be placed in a predetermined location in the refrigerator.

20. (Original) The method according to claim 19, wherein the predetermined location is on the side of the refrigerator door at about eye-level for allowing easy visibility to the consumer.

21. (Currently Amended) A method of sponsoring a healthy refrigerator comprising the steps of:

a. creating a sponsored relationship between a refrigerator sponsor and a refrigerator seller wherein the sponsor acquires from the appliance seller an exclusive right to associate a brand with at least one portion of the appliance;

b. designing the refrigerator for allowing healthy foods to be more easily seen and accessed; and

c. providing the refrigerator with purchase incentive as a result of the sponsorship to form a sponsored refrigerator;

whereby, a consumer is reminded to eat healthy foods with every use of the sponsored refrigerator.

22. (Original) The method of claim 21, further comprising the step of incorporating modules which cooperate with a particular packaging design of the sponsor into the appliance.

23. (Canceled)

24. (Original) The method of claim 22, wherein the modules are configured to house healthy foods and are designed to be positioned in the refrigerator in a place easily seen and accessed by a consumer.

25. (Previously Presented) The method of claim 24, wherein the modules are interchangeable in various parts of the refrigerator to allow a consumer to design the layout of the refrigerator.